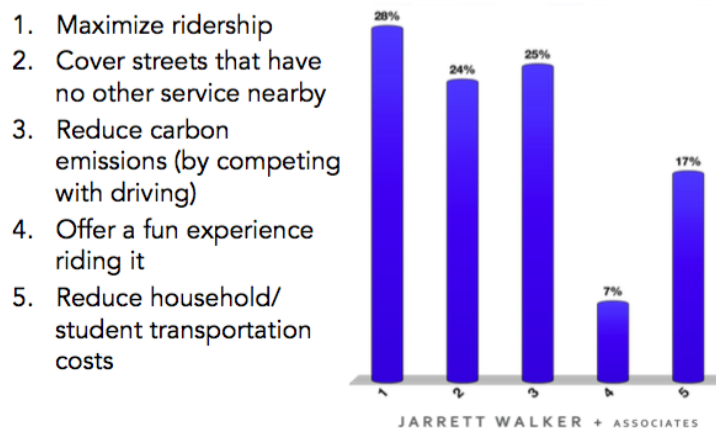


The draft evaluation criteria for the HOP is based on the top-priority purposes for the HOP identified by the stakeholders at their second meeting in July. The purposes prioritized by the stakeholders are shown below. As shown in the graph below, the top three purposes ranked far above the last two and, therefore, were not used as criteria for developing the set of alternatives.

1. Maximize Ridership
2. Reduce Carbon Emissions by being competitive with driving
3. Cover Streets that have no other service nearby
4. Reduce Household/Student Transportation Costs
5. Offer a Fun Experience Riding the HOP

Of the HOP's potential purposes, what are your top three priorities?



The draft criteria to evaluate the performance of each alternative in achieving the top 3 purposes are as follows:

- Operating cost
- Fleet requirements
- % of residents and jobs within 1/4 mile access to frequent service
- % of residents and jobs within 1/4 mile access to any service
- Level of service during commute times for service workers
- Ability to respond to future ridership demand

Measure	Purpose(s) addressed by measure		Why use this measure?
% of residents and jobs near <i>frequent</i> transit	Maximize ridership	Reduce carbon emissions (by	In a walkable urban environment like Boulder, frequency is a major predictor of transit ridership, as long

		competing with driving)	as there are many people, jobs and activities near that frequent service. Getting frequent service close to concentrations of residents and jobs is a proven strategy for increasing transit ridership and thereby reducing VMT and carbon emissions.
Level of service during commute times for service workers and lower-income people	Maximize ridership	Reduce carbon emissions (by competing with driving)	Low-income people and service workers have many incentives to use transit. Yet transit sometimes doesn't run when they need to commute, or if it does run, its frequency is poor so they have little choice in when to travel. In a city with a booming service, recreational and tourism economy, providing more frequent transit on evenings and weekends is a proven strategy for increasing total transit ridership.
Ability to serve longer-distance trips (i.e. compete with driving, rather than walking or cycling)		Reduce carbon emissions (by competing with driving)	Today the HOP is useful only for short trips, which can also be made by bike and often by foot. Transfer data shows that the HOP is little used as a "last mile" connection for regional transit trips. The ability of the Boulder transit network to serve longer trips will be directly related to its ability to competing with driving. Different transit network designs are better or worse at serving longer-distance trips.
% of residents and jobs with access to <i>any</i> service	Cover streets that have no other service nearby		Covering places with at least some transit service ensures that people with severe needs (and mobility impairments) have access to service if they need it. The percent of residents and jobs within a certain distance of any service - of any frequency -

			measures this "coverage" purpose of transit.
Ability to adapt and response to future ridership demands	Maximize ridership	Reduce carbon emissions (by competing with driving)	Some transit network designs offer more choices for future investments and expansions of transit services, which would make it more feasible for the City to serve growth in transit ridership potential. Other network designs are more constraining, and make growth of the network more difficult and expensive.
Operating costs	All purposes		The cost of any alternative is a measure of how well it meets all of its purposes. If an alternative offers a lower operating cost, that frees up more of the City's resources (or partners resources) to be spent on further achievements.
Fleet requirement	All purposes		Fleet requirement reflects an operating cost (the cost to store, maintain and repair the vehicles) and a capital cost (the cost to purchase the vehicles). As above, a lower cost means that more of any purpose can be achieved with City resources.